

**From:** [donotreply@latourism.org](mailto:donotreply@latourism.org) on behalf of [Los Angeles Magazine](#)  
**To:** [Kent Smith](#)  
**Subject:** Los Angeles Official Visitor's Guide  
**Date:** Tuesday, July 14, 2015 12:53:23 PM  
**Attachments:** [LATDomestic2016\\_sell\\_sheet \(1\).pdf](#)

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Dear Colleagues, Partners and Friends,

Los Angeles Tourism & Convention Board (L.A. Tourism), in partnership with *Los Angeles* magazine, is pleased to announce that the domestic edition of the ***Los Angeles Official Visitor's Guide*** will shift from a bi-annual publication to an annual guide starting with the upcoming 2016 edition.

Available for a full year starting in November 2015, the guide will now have a circulation of 300,000 and an estimated readership of 600,000. Poly-bagged with *Los Angeles* and *Orange Coast* magazines to reach the desirable Southern California audience, the guide will also be distributed to subscribers of sister publications in major U.S. markets: Chicago, Texas, San Diego, and Atlanta. Additional distribution includes approximately 100 luxury hotels in Los Angeles, L.A. Tourism information centers, and in-town conventions.

***Los Angeles Official Visitor's Guide*** is the single most important place for marketers trying to reach visitors and locals who are seeking authoritative content on great places to stay, new attractions, hidden gems, sensational dining, cultural treasures and more. The publication reaches an ideal audience for Southern California businesses—hoteliers, shopping destinations, restaurants, museums, performing arts/music/sports venues, amusement parks, tour operators, transportation services and local CVBs—looking to promote their brand message in one trusted resource.

L.A.'s tourism growth is staggering: In 2014, a record 44.2 million visitors came to L.A., a 4.8 percent increase over the previous year. Of those total visitors, approximately 29.5 million were overnight guests. Visitor spending totaled \$19.6 billion last year, a record 6.8% increase over 2013. The message is clear: Los Angeles is a world-class destination where domestic and international visitors come to stay, explore and spend.

For advertising rates and other inquiries, please contact Michael Petruncola, Associate Publisher of *Los Angeles* magazine ([mpetruncola@lamag.com](mailto:mpetruncola@lamag.com); 323-801-0051) or your advertising sales representative. Close date for space in the 2016 Domestic Edition is October 2, 2015; artwork is due October 5, 2015.

With your advertising support, L.A. Tourism and *Los Angeles* magazine look forward to producing another engaging and informative publication.

Best Regards,

**MICHAEL J. PETRUNCOLA | Associate Publisher**

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